INDUSTRY HERO $20,000

Heroes are insulation industry thought leaders and are concerned with the long-term health of the trade and industry globally. They are financially able to support industry-changing concepts. These stakeholders count on HPIP to better the industry as a whole and will spend more to move big-picture initiatives forward over time.

- Logo presence on hpipros.org home page and all marketing materials
- Dedicated page on hpipros.org
- Listing on resources page of hpipros.org
- Unlimited content upload in learning library (3,900 users to date)
- Live or online course presentation opportunity (4 events)
- 5 complimentary customer LMS licenses
- 50% discount codes on LMS/certification fees to unlimited customers
- Product endorsement to Department of Labor, National Job Corps branches nationwide
- Logo presence on HP Recruiter platform
  - Unlimited complimentary customer codes for use of HP Recruiter
- 4 dedicated custom e-blast newsletters (4,000 subscribers)
- Social media: dedicated marketing attention (4 posts)
- 1 complimentary (custom) ad in Walls & Ceilings Magazine (4 available)
  - Half page digital ad: $765 value, Distribution = 30,000

INDUSTRY SUSTAINER $15,000

Sustainers provide products, systems, training, networking, and industry knowledge to insulation contractors. These companies are often involved in distribution directly to insulation contractors and bring great value to the industry through their grassroots presence.

- Logo presence on hpipros.org home page and all marketing materials
- Dedicated page on hpipros.org
- Listing on resources page of hpipros.org
- 10 courses included in learning library (3,900 users to date)
- Live or online course presentation opportunity (2 events)
- 2 complimentary customer LMS licenses
- 25% discount codes on LMS/certification fees for unlimited customers
- Logo presence on HP Recruiter platform
  - 20 complimentary customer codes for use of HP Recruiter
- 2 dedicated custom e-blast newsletters (4,000 subscribers)
- Social media: dedicated marketing attention (2 posts)
INDUSTRY PILLAR $10,000

Pillars support those involved in the industry from top to bottom. They elevate heroes and sustainers through direct contractor connections, and elevate contractors by promoting performance standards and the position of insulation contractors in the building industry.

- Logo presence on hpipros.org
- Dedicated page on hpipros.org
- Listing on resources page of hpipros.org
- 5 courses included in learning library (3,900 users)
- Live or online course presentation opportunity (2 events)
- 2 complimentary customer LMS licenses
- 20% discount code on LMS/certification fees for unlimited customers
- 15 complimentary customer codes for use of HP Recruiter
- 2 dedicated custom e-blast newsletters (4,000 subscribers)
- Social media: dedicated marketing attention (2 posts)

LABOR ADVOCATE $5,000

Labor Advocates share HPIP’s passion for solving the insulation industry labor shortage.

- Logo presence on hpipros.org
- Listing on resources page of hpipros.org
- Sponsor recognition on HP Recruiter job board
- Logo presence on HP Recruiter platform
  - 20 complimentary customer codes for use of HP Recruiter
- 2 dedicated custom e-blast newsletters (4,000 subscribers)
- 1 complimentary digital ad in Walls & Ceilings Magazine ($750)

.ORG ALLY (Nonprofits only)

Ally status is offered to nonprofit organizations, usually in the building performance industry, with the shared goal of bettering the insulation industry.

- Logo presence on hpipros.org
- Listing on resources page of hpipros.org
- Unlimited content upload in learning library, no cost for accreditation (3,900 users)
- Live or online course presentation opportunity (2 events)
- 2 complimentary customer LMS licenses
- 20% discount code on LMS/certification fees for unlimited customers
- 15 complimentary customer codes for use of HP Recruiter
- 2 dedicated custom e-blast newsletters (4,000 subscribers)
- Social media: dedicated marketing attention (2 posts)

INDEPENDENT OFFERINGS:

- Single course LMS upload (must adhere to guidelines): $250
- Single course (live or online) event: $250
- 20 LMS seats (includes 1,100 courses): $3,500
- Sponsor recognition on HP Recruiter job board: $1000
- Single ad to social media network: $250
- 1 dedicated e-blast (distribution 4,000): $500
- 2 dedicated e-blasts (distribution 4,000): $850 (discounted price for 2, of above value)

For more sponsorship information contact:

Kristin Bennett, Executive Director 
training@hpipros.org
605.219.5298

Emily Bremmon, Operations Manager 
emily@hpipros.org
605.448.3039

To better the insulation industry
HPIPROS.ORG
## Sponsorship Comparison

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Industry Hero</th>
<th>Industry Sustainer</th>
<th>Industry Pillar</th>
<th>Labor Advocate</th>
<th>Industry Associate</th>
<th>.org Ally</th>
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</thead>
<tbody>
<tr>
<td>Logo presence on hpipros.org home page and all marketing materials</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<td>Logo presence on hpipros.org</td>
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<td>✓</td>
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<tr>
<td>Dedicated page on hpipros.org</td>
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<td>Listing on resources page of hpipros.org</td>
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<tr>
<td>Content upload to Learning Library ($250 value per course)</td>
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<tr>
<td>Live or online course presentation opportunity ($250 value per event)</td>
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<tr>
<td>Complimentary customer LMS licenses ($450 value per location)</td>
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<td>Discount codes on LMS/certification fees to unlimited customers</td>
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<tr>
<td>Product endorsement to Dept. of Labor, National Job Corps branches nationwide</td>
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<tr>
<td>Logo presence on HP Recruiter platform</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<td>✓</td>
<td>(+) sponsor recognition</td>
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<td>Complimentary customer codes for HP Recruiter ($99 per customer)</td>
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<td>Dedicated custom e-blast newsletters ($500 value per e-blast)</td>
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<td>Social media: dedicated marketing attention ($250 value per post)</td>
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<td>Complimentary Half Page Digital Ad in Walls &amp; Ceilings Magazine ($765 value per ad)</td>
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<td>MOU agreement to revenue share LMS licenses and certification fees</td>
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